

Third Annual Marketing to Latinos Sports Conference and Business Networking Event



Thursday, April 12, 2012 | New York City

Speaker List

As of December 12, 2011 ID > S= Speakers M= Moderators C= Master of Ceremony

Id	Name	Last Name	Title	Company	Status
S	Chris	Russo	CEO	Big Lead Sports by FSV	Confirmed
S	Bill	Squadron	Sports Chief	Bloomberg Sports	Confirmed
S	Ricardo	Terra Teixeira	CEO	Confederação Brasileira de Futebol (CBF)	Invited
S	Rick	Marroquin	Agent	Creative Artists Agency	Invited
S	Lino	Garcia	General Manager	ESPN Deportes	Confirmed
S	Laura	Gentile	Director	ESPN Women	Invited
S	Chuck	Blazer	EVP	FIFA	Invited
S	Vincent	Cordero	General Manager	FOX Deportes	Confirmed
S	Chris	Lencheski	President	Front Row Marketing Services	Invited
S	Mary	Doherty	Sports & Event Marketing	Gatorade Pepsico	Invited
S	Lucien	Boyer	President & CEO, Havas Sports	Havas	Invited
M	Marcus	Jimenez	Partner / Principal	Huemanitas	Confirmed
M	David	Abrutyn	SVP	International Management Group (IMG)	Invited
M	Joe	Favorito	Writer and Founder	Joe Favorito	Confirmed
C	Carlos	Vassallo	CEO	LatinVision Media	Confirmed
S	Jay	Berhalter	President North America	Kentaro Group	Confirmed
S	Jorge	Perez Diaz	Head of Latin America	MLB	Invited
S	Russell	Findlay	Chief Marketing Officer	MLS	Confirmed
M	Steven	Wolfe Pereira	Managing Director	MV42	Confirmed
S	Saskia	Sorrosa	Senior Director US Hispanic Marketing	NBA	Invited
S	Alvaro	Saralegui	SVP	NFL	Confirmed
S	Joe	Elsmore	Director US Soccer Sports Marketing	NIKE	Invited
K	Mike	Hopper	VP Sports Marketing	NYC & Company	Invited
S	Mary	Wittenberg	CEO	NYC Road Runners and NYC Marathon	Invited
S	Matt	Neidl	Group Director Multicultural Marketing	Octagon	Invited
S	Bruno	Rocha	VP Distribution	Perform Group	Confirmed
S	Joe	Steranka	CEO	PGA	Invited
S	Greg	Via	Director Global Sports Mktg at Gillette	Procter & Gamble	Invited
S	Wendy	Herm	Director of Marketing	Red Bull	Invited
M	Joseph	Schramm	Managing Partner	Schramm Marketing Group	Confirmed
S	Dario	Brignole	CEO	Shine Entertainment	Confirmed
S	Vicente	Navarro	Director Hispanic Marketing	Sports Endeavors Inc.	Confirmed
M	Liz	Sarachek	Chief Revenue Officer	Terra Networks	Confirmed
S	Emmanuel	Seuge	Head of Global Sports & Ent. Marketing	The Coca Cola Company	Invited
M	Peter	Vecsey	Sports Journalist	The New York Post	Invited
M	Terry	McDonell	Editor	Time Inc. Sports Group	Invited
S	David	Sternberg	CEO	Universal Sports an NBC Company	Confirmed
K	Alexander	Brown	EVP Sports	Univision	Confirmed
S	Lisa	Baird	Chief Marketing Officer	USOC	Invited
S	Stacey	Allaster	CEO	WTA	Invited
S	Armando	Rodriguez	General Manager	Yahoo Sports	Confirmed

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Conference Sites: English: www.latinvision.com/conference/sports
Biographies: www.latinvision.com/conference/sports/bios.pdf
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Marketing to Latinos: [Conference Series](#)
Venue: The Harvard Club of New York

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 The Latin Media & Entertainment Commission of the City of New York



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LatinVision Media 2012 Conference Series
www.latinvision.com/marketing



Marketing Conferences
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<p>Marketing to LATINOS CONFERENCE SERIES</p> <p>Travel, Tourism and Hospitality [Mar 1, 2012] Sports [Apr 12, 2012] Marketing to Latinas [Jun 14, 2012] Banking and Finance [Nov 29, 2012]</p>	<p>CONVERGENCE 2012 The CEOs Summit October 4, 2012</p> <p>  </p>	<p><i>Investing in Latin America & in the U.S. Hispanic Market</i></p> <p>September 20, 2012</p> <p> INTERNATIONAL ECONOMIC ALLIANCE</p>
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LATINVISION'S
 HispanicBusinessNetworking

Sports	www.latinvision.com/conference/sports
Latinas	www.latinvision.com/conference/latinas
CEOs Summit	www.latinvision.com/conference
Banking	www.latinvision.com/conference/banking
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